

An aerial photograph of Manchester, UK, showing a mix of historic and modern architecture. In the upper left, a purple banner contains the text 'MANCHESTER 1824' and 'The University of Manchester'. The city features a prominent Gothic church with a tall spire, several modern glass-fronted buildings, and a large circular building with a central glass dome in the lower right. Streets and green spaces are visible throughout the urban landscape.

MANCHESTER  
1824

The University of Manchester

# **Collaborating to create a dynamic external profile Engagement & External Relations Team**



# The Team (academics & Professional Support)

## Academics:

Director of Social Responsibility: Phil Drake  
Director of Equality, Diversity and Inclusivity: Claire Fox

## PROFESSIONAL SERVICES:

### Engagement & External Relations Manager, Sarah Tiffany-Dodman

Oversight of engagement strategies and operations working with key stakeholders  
Coordinates and monitors activity to raise the profile of the School and to ensure delivery of SR and EDI and other School Operational Priorities (including Athena Swan accreditation)

### External Relations Officer, Noemie Rouault

Overseeing high profile event planning and analytics  
Environmental Sustainability lead support  
Faculty PS EDI committee member  
Social Media and engagement support  
Wellbeing Champion  
Oversees website governance

### Engagement & External Relations Coordinator, Vacancy

Profile raising –main focus is research news (content & campaigns)  
  
Engages externally/internally to maximise impact & engagement  
  
Proactive development – internal communications to improve staff engagement

### External Relations Assistant, Stephanie Jones

High profile event organisation & logistical support  
School EDI Committee secretary  
Social media & engagement support (including news pieces)  
Administrative duties including finance

### Engagement & External Relations Assistant – Holly Wright

School SR Committee secretary  
Social media & engagement support (including news pieces)  
Administrative duties including finance

# Research Communication Support

Communicating your research to relevant audiences is an essential part of generating impact!

Support from any point within the project/activity

- ✓ from planning an engagement strategy
- ✓ to support in communicating final outputs

Start thinking about engagement aims at the start of new projects/activity so that you're prepared when you have outputs ready to share. – We can help with this!

## **Essential resources:**

[Research Communications and Engagement Roadmap](#)

[Promoting your research – StaffNet Resource](#)

## What does support look like?

- **Exploratory conversations** – helping you determine communications objectives, target audiences, strategies...this will determine the kind of support we offer moving forward
- **Signposting** – Identifying and liaising with relevant support across the University: eg: Policy@Manchester, Media Relations Team, Research Impact Team / Signposting to relevant resources
- **Social Media Communications** – Advice and/or production of content to promote your research to appropriate audiences on LinkedIn, Twitter, Instagram, Facebook and Threads
- **News pieces** – supporting the production of content for the School/department news sites
- **Internal Communications** – within the School and sharing across Faculty and University-wide networks
- **Collaboration with Faculty and Central Communications teams** - identifying how SoSS projects fit within wider communications campaigns and feed into discussions on upcoming campaigns ideas
- **Additional engagement activities** – in addition to the above we can think creatively with you about other ways to promote your research (project dependent)

## Support Examples:

**The University of Manchester School of Social Sciences**  
1,886 followers  
3w • 🌐

Congratulations to Professor **Tine Buffel** for receiving the Researcher of the Year Award for the Faculty of Humanities at this year's Distinguished Achievement Awards Ceremony at the **The University of Manchester**! ...see more



6 comments • 3 reposts

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You Retweeted

**Manchester Sociology** @MCRSociology · Jun 7

♻️ Confused by plastic recycling? @DrHEHolmes talks to @OJBorg on @BBCMorningLive to explain where you might be going wrong, and show how @OneBinUoM is tackling #plasticwaste.

Watch again (about 16 mins in):  
[bbc.co.uk/iplayer/episod...](https://bbc.co.uk/iplayer/episod...)  
[@socialresponuom](https://twitter.com/socialresponuom)



You and 4 others

2 6 11 1,052



### Razing the neighbourhood: consequences and alternatives to council estate demolition



By Nick Thoburn

Filed Under: All posts, British Politics, Cities and Environment, Growth and Inclusion, Levelling up

Posted: April 17, 2023

Post-war council estates suffer a barrage of stigmatising representations. Central and local governments, think tanks, and property companies call them 'sink estates' and 'concrete monstrosities'. In television dramas and feature films, council estates are invariably grim and crime ridden. These representations have real-world effects. They establish social moods and opinions that encourage and justify the [...]

Tagged With: [Communities](#), [Environment](#), [Inequality](#), [Infrastructure](#), [Levelling Up](#), [Local Government](#)

## SoSS EDI & SR Activities

Our School is committed to SR and EDI:

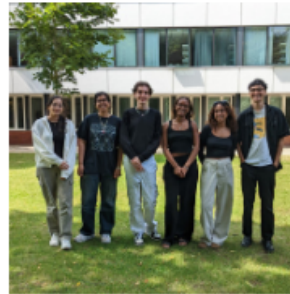
- [Athena Swan](#): Our team assists the School's Equality, Diversity and Inclusivity Director in monitoring the progress on the AS Action Plan
- [Diversifying the Curriculum](#): funding available for projects increasing diversity in the curriculum
- [SoSS Community Partnership Fund](#)

Look out for other initiatives communicated by the EDI Director, SR Director or from the SoSS Social Responsibility email.

**Share your project, successes, good news that are EDR/SR related and we will post them on our social media channels! Get in touch, the earlier the better!**



# Examples on Web/Social Media



## The Samosa Media Project: Cross-School Collaboration Opens Doors to Professional Experience in the Creative Sector

13 Jul 2023

Six students from the University of Manchester have pioneered the Samosa Media Community Production Internship, aimed at improving the employability ...

[Read more >](#)



## Lemn Sissay Bursaries help challenge access barriers to University for students of Black Heritage

25 Apr 2023

Poet and broadcaster Lemn Sissay OBE launched the Lemn Sissay Law Bursaries in 2017 intending to widen access by removing barriers to Law School ...

[Read more >](#)

# Alumni Engagement

- Alumni profiles for School website. [See examples](#)
- Engaging final year leavers with their alumni community.
- Collaboration with DDAR including the promotion of School events.
- Dependant on current UoM Strategy and Campaigns: Creating opportunities for alumni to remain involved with our School through volunteering or donor opportunities.



# Social Media/Web Presence

## Student spotlights

Read what our students really think about studying with us.

### Criminology

Find out how our students feel about studying Criminology at Manchester.

### Economics

Find out how our students feel about studying Economics at Manchester.

### Law

Find out how our students feel about studying Law at Manchester.

### Philosophy

Find out how our students feel about studying Philosophy at Manchester.

## Meet our Alumni!



Francesca Saunders - Politics



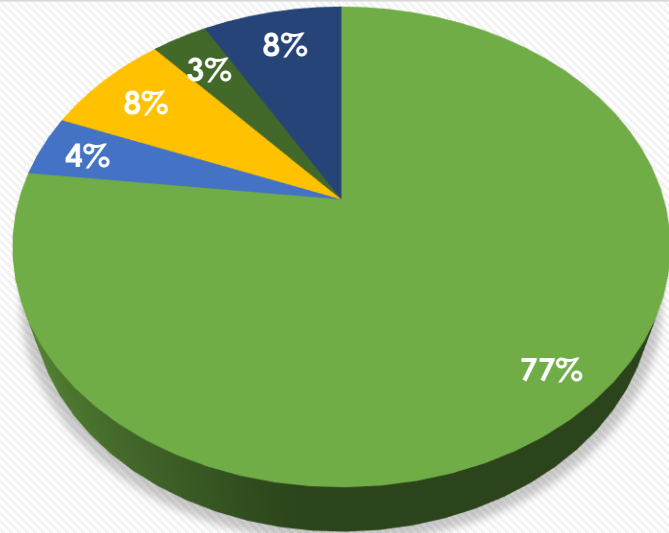
# Event Support

- The Engagement & External Relations Team organise annual public lectures and impactful events. Examples: <https://www.socialsciences.manchester.ac.uk/connect/events/making-a-difference/>
- Produce engagement reports for the events we organise (*next slide*).
- Work with Division for Development & Alumni Relations (DDAR) and the Conversion Officer in Student Recruitment & Admissions – event invites are included in newsletters to prospective students.

# Innocence Project Webinar

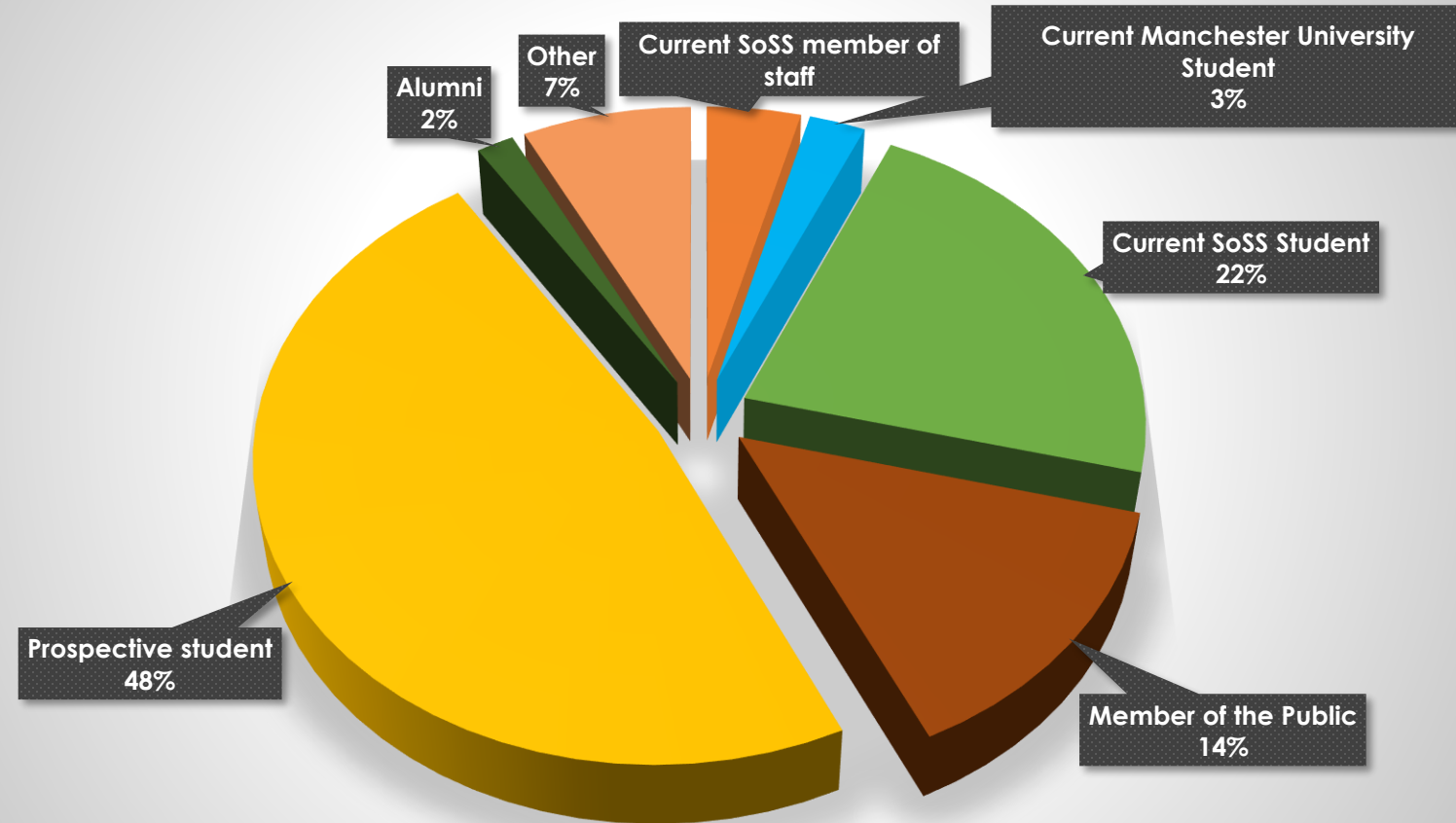
Dr Eithne Quinn

'CPS know the justice ain't right, but the jury don't'



■ UK ■ US/Canada ■ Europe ■ China ■ Rest of the World

121 registrations





# Connect with us

[soss.externalrelations@manchester.ac.uk](mailto:soss.externalrelations@manchester.ac.uk)

<https://www.socialsciences.manchester.ac.uk/connect/engagement-and-external-relations/>

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